



GOSSIPCENTER NETWORK

Mavrix Photo, Inc. v. Brand Technologies, Inc., No. 09-56134

Media Kit



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N E T W O R K

Basic Monthly Statistics

- ◆ Owned & Operated Network of Web Sites
- ◆ 20+ Million U.S. Unique Visitors
 - ◆ www.GossipCenter.com (6.4 million)
 - ◆ www.Celebrity-Gossip.net (12.6 million)
 - ◆ www.CelebSpin.com (345,000)
- ◆ 100+ Million U.S. Page Views
 - ◆ www.GossipCenter.com (35 million)
 - ◆ www.Celebrity-Gossip.net (70 million)
 - ◆ www.CelebSpin.com (3 million)

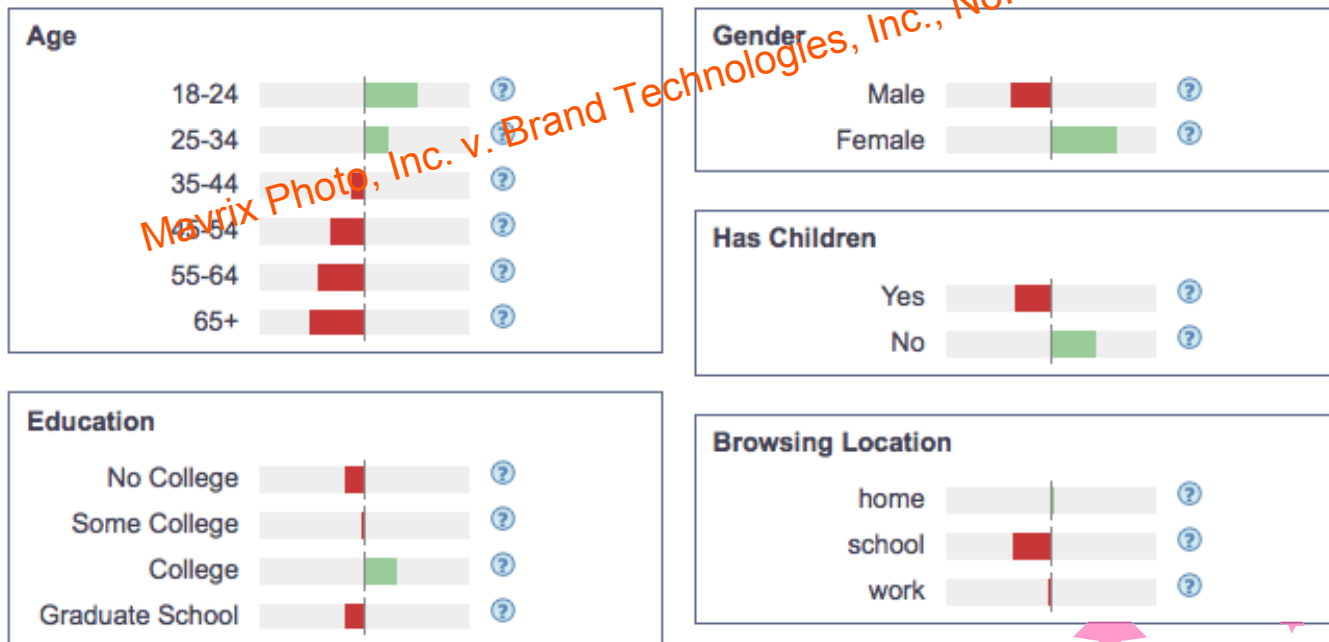
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N E T W O R K



Demographics

* Google Analytics & Alexa

The sites appeal more to Caucasians; its audience also tends to consist of childless, higher-income women and college graduates under the age of 35 (Alexa).





GOSSIPCENTER
NETWORK

2010

Advertisers on GossipCenter Network

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Tropic



ESTÉE LAUDER



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UGG®
australia



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Levi's®

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Save money. Live better.™



Disney

Sprint®

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GOSSIPCENTER NETWORK

GossipCenter - Celebrity Gossip and Entertainment News Leaders

http://www.gossipcenter.com/

GossipCenter - Celebrity Gossi...

THE HARD TIMES OF RJ BERGER
TONIGHT 11/10c
WATCH FIRST EPISODE NOW

THERE'S SOMETHING HUGE COMING TO MTV

GOSSIPCENTER
Entertainment News Leaders
SPONSORED BY

THE HARD TIMES OF RJ BERGER
TONIGHT 11/10c
WATCH FIRST EPISODE NOW
[WATCH NOW](#)

HOME

CELEBRITY PROFILES

PHOTO GALLERY

VIDEO GALLERY

ADVICE COLUMN

LATEST GOSSIP

FASHION CENTRAL

GG GOSSIP BLOG

GG MOBILE NEWS

MOVIE REVIEWS

MUSIC REVIEWS

Celebrity Gossip & Entertainment News Leaders © Monday, June 14, 2010

Celebrity SEARCH
By First Name / Band / Event
#ABCDEFGHIJKLMNOPQRSTUVWXYZ

Keyword SEARCH

[Search](#)

Daily Celeb POLL
Will you watch Kate Gosselin's new show, "Twist of Kate?"
☐ Absolutely
☐ Maybe, if there's nothing else on
☐ Absolutely not
[Vote](#)

Breaking News

Ashley Greene
Eclipse Convention
She's one of the hottest young actresses in...

Hotest Stories

Paris and Nicky Hilton: PURE Party Girls
Flying into town after a trip to Brazil, Paris...

More Gossip

Betty White says "Good Morning America"
Stepping out for a promotional appearance, Betty...

Eva Mendes: No Problem with Nudity
She's always been easy on the eyes, and Eva...

[Check out More News >>>](#)

Latest Entertainment News
Scarlett Johnson Forgets About Ryan Reynolds
Posted June 14th, 2010

Eva Mendes: No Problem with Nudity

Click here to read the story and see other pictures 3/10

Top Celebs

Kim Kardashian
Birth Date: October 21, 1980
Occupation: Reality TV Star

Kate Gosselin
Birth Date: March 28, 1975
Occupation: TV Personality / Author / Registered Nurse

Bar Refaeli
Birth Date: June 4, 1985
Occupation: Model

Nicole Scherzinger
Birth Date: June 29, 1978
Occupation: Singer / Song Writer

[More Top Celeb Profiles >>>](#)

THE HARD TIMES OF RJ BERGER
TONIGHT JUNE 14 11/10c
NEW EPISODE
WATCH THE FIRST EPISODE NOW!
[CLICK HERE](#)

THERE'S SOMETHING HUGE COMING TO MTV

THE HARD TIMES OF RJ BERGER
TONIGHT 11/10c
WATCH FIRST EPISODE NOW

THERE'S SOMETHING HUGE COMING TO MTV

Done

NOW PLAYING ON GLAM

Dove Body
Mist &
Matching
Deodorant



Video 1 >>



Dove go fresh >>



dove body mist

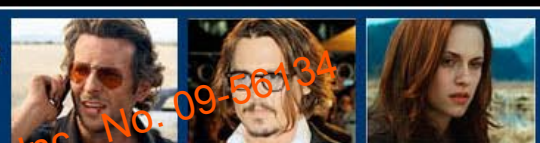


Dove Body
Mist &
Matching
Deodorant

Celebrity-Gossip.net

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MTV
Photo
Gallery
**MOVIE
AWARDS**



HOME PHOTOS VIDEOS CELEB SEARCH MOVIE NEWS MUSIC NEWS TV NEWS EVENTS

dove go fresh
body mist and
matching deodorant

both available in
the deodorant aisle

go fresh >

Celebrity Gossip & Entertainment News Leaders ®

WEDNESDAY, JUNE 9, 2010

Bradley Cooper: Fan-Friendly In NYC



★ Latest Celebrity Sightings ★



HOTTEST STORIES

- 1) Lindsay Lohan Hit with Warrant, Saved By Bondsman
- 2) 2010 CFDA Fashion Awards: A Star-Studded Affair
- 3) Taylor Swift Strikes a Pose, Gears Up for CMT Awards
- 4) 2010 MTV Movie Awards: The Show, The Winners

go fresh. from dove

dove
go fresh
body mist and
matching
deodorant

both available in
deodorant aisle



June 21, 2010

15 Minutes To A Stronger Body- 15 Seconds To Stronger Skin



Vaseline® MEN
keeping skin amazing

15 MINUTES TO A STRONGER BODY- 15 SECONDS TO STRONGER SKIN

We know you have a packed schedule, but it's important to take care of yourself. Just squeezing in a quick workout and grooming yourself can make a big difference in your health and appearance. To look and feel your best, you'll want to make the most of your day. All you need is 15 minutes to get in a great workout—and just 15 seconds for stronger skin. Here are our tips for maximizing your time.

WORK OUT IN BED

You're always ready to hit the sack, so why not get in a good workout in bed. Do three sets of 20 crunches before you hit the shower in the morning and before you go to sleep at night. It's a comfortable and effortless way to tone your midsection.



LIFT SLOWLY

Do several reps of moderate weights while you catch up on the news. Lift and release slowly to maximize results. Each rep should take five seconds in each direction. It's not the quantity of sets but the effectiveness of each move.



DRINK WATER

It's important to stay hydrated throughout the day. It takes hours for your body to absorb water, and you never know when you'll start feeling the burn. Imbibe H₂O regularly so you're constantly prepared to sweat.



COMBINE YOUR EXERCISES

You may not have time to focus on every muscle group, but you can still work most of your body. Push-ups, lunges, pull-ups, and bench presses should be among your go-to

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Sponsors



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STRAHAN'S
QUICK
WORKOUT
TIPS

CLICK HERE



Vaseline® MEN
keeping skin amazing

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Article Sponsorship

- ◆ Article created around content client would like to promote
- ◆ Multiple links in article driving users to client's website(s)
- ◆ If desired a video can be placed at the bottom of the article
- ◆ Syndicated to thousands of other sites that pull one of our RSS feeds
- ◆ 24 hrs being set as the Editor's Spotlight on GossipCenter.com homepage

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Daily Dish

Kourtney Kardashian Welcomes a Baby Boy!



Bringing joy to her whole family, Kourtney Kardashian and her fiancé Scott Disick have welcomed a baby boy into the world.

The 7-pound, 6-ounce Mason Dash Disick measured 19.5 inches long and was born in Los Angeles earlier this morning (December 14).

➡ Click here to finish this story and see more pictures. ⬅

headlines

Audrina Patridge Pops
Up at the Pool

Becki Newton's Beach Lovin'

Taylor Swift Says Goodbye
to TRL

Katie Holmes Names Her
Role Model

Miley Cyrus and John
Travolta's Day at Disney

celebrities



events

COUNTRY/MUSIC'S
BIGGEST NIGHT

**300x250
Ad Unit**



Newsletter

- ◆ Sent out daily Monday-Friday
- ◆ Only one sponsor per newsletter
- ◆ One 300x250 ad unit
- ◆ Distributed by Constant Contact
- ◆ 250,000+ emails sent monthly
- ◆ Over 10% open rate



GOSSIPCENTER
NETWORK

Logo Sponsorship

Sponsored By
Logo Ad Unit

The screenshot shows the Gossip Center Network homepage. At the top left is the Gossip Center logo with the tagline "Entertainment News Leaders" and "SPONSORSHIP BY DKNY". To the right is a large banner for DKNY with the text "MORE IS MERRIER" and "DONNA KARAN NEW YORK", featuring two models. Below the banner is a navigation bar with links: HOME, CELEBRITY PROFILES, PHOTO GALLERY, VIDEO GALLERY, ADVICE COLUMN, LATEST GOSSIP, FASHION CENTRAL, GG GOSSIP BLOG, GG MOVIES, MOVIE REVIEWS, and MUSIC REVIEWS. Below the navigation bar is a copyright notice "Celebrity Gossip & Entertainment News Leaders ©" and the date "Monday, December 14, 2009". At the bottom is a search bar with the text "Celebrity SEARCH" and "By First Name / Band / Event" followed by a list of letters "#ABCDEFGHIJKLMNOPQRSTUVWXYZ". To the right of the search bar is a "Keyword SEARCH" field with a "Search" button.

Sponsored By
Logo Ad Unit

The screenshot shows the Celebrity Gossip.net homepage. At the top left is the "Celebrity Gossip.net" logo with a star icon. To the right is a banner for "THE HARD TIMES OF RJ BERGER" with the text "TONIGHT 11/10c WATCH FIRST EPISODE NOW" and a "WATCH NOW" button. Below the banner is a navigation bar with links: HOME, PHOTOS, VIDEOS, CELEB SEARCH, MOVIE NEWS, MUSIC NEWS, TV NEWS, and EVENTS. Below the navigation bar is another banner for "THE HARD TIMES OF RJ BERGER" with the text "TONIGHT 10/9c NEW EPISODE WATCH THE FIRST EPISODE NOW!" and a "CLICK HERE" button. To the right of the banner is a "THERE'S SOMETHING HUGE COMING TO MTV" banner with a "CLICK HERE" button.



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GOSSIPCENTER
Entertainment News Leaders
SPONSORED BY **MTV**

THE HARD TIMES OF RJ BERGER
TONIGHT 11/10c
WATCH FIRST EPISODE NOW

HOME | CELEBRITY PROFILES | PHOTO GALLERY | VIDEO GALLERY | ADVICE COLUMN | LATEST GOSSIP | FASHION CENTRAL | GG GOSSIP BLOG | GG MOBILE NEWS | MOVIE REVIEWS | MUSIC REVIEWS

Celebrity Gossip & Entertainment News Leaders © Monday, June 14, 2010

SEARCH By First Name / Band / Event
#ABCDEFGHIJKLMNOPQRSTUVWXYZ Keyword SEARCH

Daily Celeb POLL
Will you watch Kate Gosselin's new show, "Twist of Kate?"
☐ Absolutely
☐ Maybe, if there's nothing else on
☐ Absolutely not
Vote

Breaking News | **Hottest Stories** | **More Gossip**

Ashley Greene: LA Eclipse Convention Cutie
She's one of the hottest young actresses in...

Paris and Nicky Hilton: PURE Party Girls
Flying into town after a trip to Brazil, Paris...

Betty White says "Good Morning America"
Stepping out for a promotional appearance, Betty...

Eva Mendes: No Problem with Nudity
She's always been easy on the eyes, and Eva...

Check out More News >>>

GOSSIPCENTER JOIN NOW! CLICK HERE!
Already a Member? **Sign In!**

Eva Mendes: No Problem with Nudity
Click here to read the story and see other pictures 3/10

Latest Entertainment News
Scarlett Johansson Forgets About Ryan Reynolds
Posted June 14th, 2010

Top Celebs | **Hottest Photos** | **Popular Videos**

Kim Kardashian
Birth Date: October 21, 1980
Occupation: Reality TV Star

Kate Gosselin
Birth Date: March 28, 1975
Occupation: Author / Registered Nurse

Bar Refaelli
Birth Date: June 4, 1985
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Nicole Scherzinger
Birth Date: June 29, 1978
Occupation: Singer / Song Writer

More Top Celeb Profiles >>

THE HARD TIMES OF RJ BERGER
TONIGHT JUNE 14 11/10c
NEW EPISODE
WATCH THE FIRST EPISODE NOW!
CLICK HERE

Poll Sponsorship

- ◆ Only available on GossipCenter.com

Poll Sponsorship

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Individual Picture Skins

- ◆ All pictures submitted that day have the skin
- ◆ Guaranteed minimum of 2,000,000 impressions/views per day

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Celebrity-Gossip.net

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- HOME
- PHOTOS
- VIDEOS
- CELEB SEARCH
- MOVIE NEWS
- MUSIC NEWS
- TV NEWS
- EVENTS

NIKE TRAINER ONE



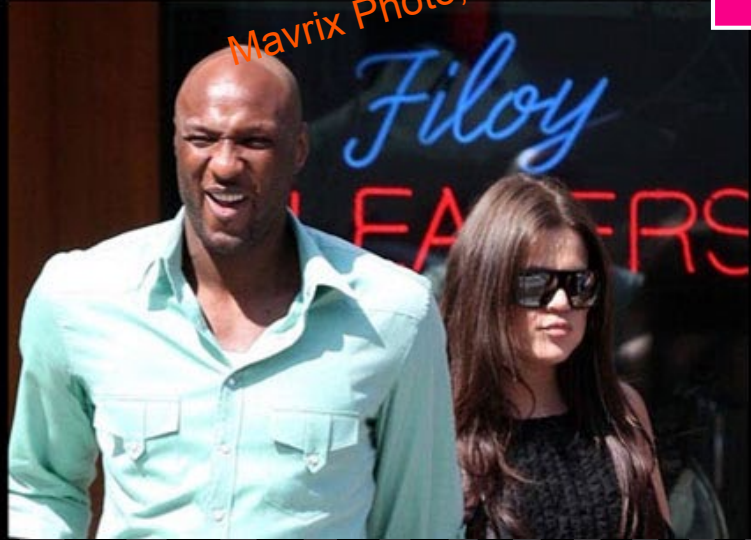
NIKEWOMEN.COM

Khloe Kardashian

[Gallery Home](#) > [Khloe Kardashian](#)

[Next Image>](#)

NIKE TRAINER ONE



THE ULTIMATE QUICK FIX FROM NIKE.

ROLL OVER TO PLAY ▶


NIKE TRAINER ONE

THIS SHOE WORKS IF YOU DO.



NIKEWOMEN.COM

THIS SHOE WORKS IF YOU DO.



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Picture Skin



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Contact Us!

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